

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Macy's
 34th to 35th St.

Look for our "Not Advertised" Cards. Frequently many of our best values are not advertised, and are so placarded.

Please Use Blue Transfer Cards when you make purchases in more than TWO departments and expect to take them with you. Use RED CARDS when goods are to be delivered.

Visitors and Tourists should not fail to include the Macy store on their "Interesting Things I've Seen" list.

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Our Great Annual Sale of Silks and Dress Goods Begins To-Morrow

The Best Values We've Ever Offered in the History of the Store

Now, let us tell you some general but intensely vital and interesting facts about this sale.

We quote just fifteen items. We could have quoted a hundred. But instead of padding this advertisement with indifferent material, we concentrated on the fabrics that are in greatest popular demand. We are offering you the flour, the coffee, the sugar, the salt and the meat of the Textile world at prices that are truly startlingly low. This wasn't chance or accident. We wished to compass a volume of business heretofore unknown to local retailing. So we decided to operate with irreproachable qualities of the Silks and Dress Goods that practically all women want.

Broadcloth, Voile, Mohair, Panama, Hopsacking, Diagonal Suiting, Whipcord Serge, Silk-warped Henrietta, Satin Majestique—Foulard, Taffeta, Satin Cachemire de Soie—how could there be a better company?

Every yard is as fresh and tempting as a golden coin just minted, and at the price it's like buying a gold coin at a discount.

The Broadcloth and Voile and Henrietta; the Taffeta and Foulard—every item—is assuredly unparalleled for the money. We know the market—all its phases and ramifications—we know what other retailers in this and other cities ask you to pay for similar qualities, and we tell you frankly that our values simply upset and upheave all established standards. The **Satin Majestique** that we will sell you to-morrow at 89c a yard was on sale last Monday in one of the big Philadelphia stores as a very special bargain at \$1.25, and they claimed that it was worth \$2.00.

The Black Voile, worth \$1.50, at 86c, and the Imported Black Mohair, worth \$1.00, that we will sell at 68c, are two chances that no woman will care to pass over. The opportunity to save money on such well-known and universally needed staple weaves as these doesn't occur so often that you can afford to let it go without profiting by it when it does come.

\$2.25 **Satin Cachemire de Soie** at \$1.19. Look at the quality, the width and the color range. Just think of saving more than one dollar on every yard of it you buy during this sale! That's incentive enough for you to keep scissors flashing through their folds all day long.

We have similar evidence gathered from various creditable sources concerning every weave involved in this epoch-making movement.

Any one who knows Silks needn't look at the **Taffetas** at 49c. He can feel 75c worth of real value in every yard by simply touching it. \$2.00 **Imported Foulards** at 99c. Think of it! There were never before so many rare bargains to justify big talk. Come see them.

\$1.50 Imported Black Voile at 86c

We have dissected this Voile through and through and found it thorough in every thread.

Wool way, warp way, all wool. And proper wool, at that. The fibre is long and fine. It has the life and spirit, the crispy touch and uniformity of surface that are the outward marks of character. These features combined with lustrous, reliable dyeing give it pre-eminence among the sheer stuffs for Spring.

It is 42 inches wide and the importer never expected to hear of a yard of it being sold for less than \$1.50. The price during this sale is 86c.

\$2.25 Imported Black Satin-finished Broadcloth, \$1.48

There is no if or maybe or guesswork of any sort about this Broadcloth. But there is a big surprise—and it's in the price. The brand is widely known in this country and abroad—a brand that stands for much in the way of prestige and reputation.

Its physical virtues are as follows: **Spring weight, sponged, spot-proof, brilliant lustre, 50 inches wide.** When you buy such a fabric you know you are safe. A shower may splash it, but it can't mar it; it may get soaking wet, but it won't shrink and you have our guarantee that the color will not fade or grow rusty. Finish! That's its great strength and charm. The mellow, soft, satiny beauty will never lose its gloss. The process that produces it and keeps it permanent is one maker's secret. Brush up your Broadcloth wit and try to match it. You can't do it under \$2.25 a yard. The price during this sale is \$1.48.

These Are Remarkable Silk Values

75c Colored Taffeta Silks, 49c

We don't think you can find a finer, richer, more beautiful Colored Taffeta Silk than this line. The exactness and regularity of the spinning, the purity of the dyeing and the broad color-range, not to mention the **sensationally low price**, make them extremely attractive.

They are 19 inches wide—white, ivory, four shades of pink, three shades of light blue, main, Nile, light and dark lavender, bisque, French blue, three shades of reseda, Gobel, egret, light and dark tan, green, gray, wine, porcelain, five shades of brown, three shades of navy and royal.

The same quality is sold elsewhere at 75c a yard, and we do not hesitate to say that the price is not dear. During this sale we will sell it at 49c.

\$2.25 Beautiful Satin Cachemire de Soie, \$1.19

Clinging Satin Cachemire de Soie. One of the loveliest of Silks. No weave lends itself more gracefully to draping effects. If you tried, we don't think you could make its folds fall into awkward lines.

\$1.25 Black Dress Taffeta at 79c

Twelve thousand yards of Black Dress Taffeta Silk, beautifully finished; splendidly dyed. It is a standard quality made by one of the most famous mills—35 inches wide; sold elsewhere at \$1.25 a yard; our regular price 99c; special during this sale 79c.

\$2.00 Black Beautiful Cachemire de Soie, \$1.19

We'll sell eight thousand yards of this Black Cachemire de Soie at a very special price. 40 inches wide—made to sell at \$2.00; special during this sale at \$1.19.

Vienna Hand-Embroidered Chemises

Made of Sheer Nainsook, embroidered in thirty-five different designs; yoke finished with double scallops; run through with satin ribbon.

"J. B." \$3.00 Corsets, \$1.69

Every woman who is particular concerning her corset will find much to admire in the ones bearing the "J. B." brand. These are made of coutil, boned with walrus; medium or low bust; finished with two pair hose supporters; sizes 18 to 26 inches.

They are regular \$3.00 Corsets. Special to-morrow at \$1.69.

Scarfs

White Bretonne Lace, White Princess Lace and Hand and Machine-made Embroidered Net Scarfs with fringed ends. \$3.49 to \$26.99. Black Spanish Lace Scarfs, worth \$4.00 and \$5.00; our prices \$3.39 and \$3.74.

\$1.00 All-Wool Diagonals, 74c

These Diagonal Suitings have been carefully weighed in the scale of well-nigh intangible Dress Goods judgment. We want you to realize that they are as staple at \$1.00 as any Suiting can be. That's what they have been bringing right along. Make your comparisons. Gold, mustard, silver, rose, cedar, tan, castor, violet, leather, reseda, wine, champagne, navy and black, 44 inches wide. The price during this sale is 74c.

\$1.00 Wool Panama Cloth, 76c

Chiffon-finished Panama Cloth in ideal weight for Spring wear. Your appreciation of Panama keeps it popular and the makers are doing their level best to sustain the vogue. Fine, soft and clingy, but with plenty of body and substance. All the Spring colors, also navy and black, 50 inches wide, made to sell at \$1.00 a yard. The price during this sale is 76c.

\$1.00 Hopsacking Suiting, 78c

We call it Hopsacking—some describe it as **Natte** Suiting. It is an open, sleazy, pebbly weave, in structure intended to simulate bagging. An ideal material for the Spring suit. We don't expect to have any other fabric this season at the price so big with quality. Twenty-seven of the cheeriest colors, including orchid, gold, Wilhelm, delft, champagne, violet, silver, mignonette, wine, reseda, mustard, ashes of rose, beauty rose, walnut, navy and black; 43 inches wide. Worth \$1.00 a yard. The price for this sale is 78c.

\$1.10 Wool Whipcord Serge, 84c

This is a genuine Whipcord Serge—not a twilled or valed Serge. Mid-weave between an Imperial and Diagonal. Dry gooders would describe it as having a "crisp, wiry handle." Nothing better made to sell at \$1.10 a yard. If you want wear and worth plus good style you couldn't choose a better stuff than All-wool Whipcord Serge. What it lacks in novelty it more than makes up in service. Twenty-three choice colors will be heaped up on the counter to-morrow. We believe they'll be gone before night. They are 42 inches wide. The price during this sale is 84c.

\$1.75 Wool Satin Majestique, 89c

It is a strong, closely woven stuff with a shimmery satin twill, and finished with a rich bloom, which is one of its chief charms. Spring weight, in all the best colors, including catwaba, smoke, gray, taupe, gold, navy and black; 54 inches wide; made to sell at \$1.75 a yard. The price during this sale is 89c.

\$2.00 Silk Warp Henrietta, \$1.56

One of the great dress goods experts of the country says this Silk-warp Henrietta would be a bargain at \$2.00 a yard. Our invoice from the foreign manufacturer supports this opinion. The beauty of Henrietta need not be extolled here. Its smooth surface will make you think that it is made of only one set of threads all running the same way. The finish emphasizes the weave effect—silky, lustrous. It comes in twenty-one colors—cream, wine, cerise, bronze, peacock, Havana, wistaria, castor, tan, reseda, rose, Alice, navy, gray; 43 inches wide. The price during this sale is \$1.56.

\$1.00 Imported Black Mohair, 68c

Mohair Brilliantine. The lustrous fleece of the Yorkshire sheep is all right for Alpaca, but this Mohair Brilliantine is woven of the hair of the Angora goats of Asia Minor. Its shimmer, elasticity and durability adapt it for many special dress uses. Every woman knows its wearing qualities, its lightness and coolness, and how hard it is for dust or soot to lodge on it.

Look at it closely. There isn't a knot to break its regular, smooth surface, and the high lustre tells of perfect dyeing.

It is 44 inches wide and was made in Bradford-on-Avon to retail at \$1.00 a yard. The price during this sale is 68c.

Spring Gowns—Copies of Paris Models

Tailored Suit, copy of **Francis** model, made of fine French serge, new Spring colors, short square cutaway coat, trimmed with self-colored soutache braid and Chantecler gilt buttons; clustered pleated skirt, \$43.74.

Whist Dress, copy of **Cheruit** model, made of combination figured foulard and plain tussah, veiled with self-colored chiffon, yoke and sleeves set off with rare Persian trimming, \$49.74.

Afternoon Dress, copy of **Paquin** model, made of black-and-white checked messaline, kimono bodice, lingerie yoke and sleeves, front and cuffs finished with white-and-black net frill, loops of soft black satin rolls set off with green crochet buttons; green suede belt, \$48.74.

Calling Gown, copy of **Tavernier** model, made of beautiful figured foulard, kimono bodice, dainty lingerie yoke and sleeves; smart pleated tunic skirt—bodice and skirt trimmed with black velvet, \$54.75.

Bridge Dress, copy of **Maison Mascot** model, tucked chiffon over the most exquisite Oriental silk in Persian patterns and Chantecler colorings. A wonderfully artistic creation, \$64.75.

Evening Gown, copy of **Callot** model; soft, clear, green chiffon over ivory-tinted satin; the waist is hand-embroidered with silk ribbonette; sleeves, girdle and folds of self-colored crepe meteor; gold net yoke and gauntlets, \$98.75.

Capes and Coats

Paisley Cape—derives its name from the border of beautiful East Indian design—inspired by the patterns and colorings of the Paisley shawls that were so dearly prized two generations ago; lined with bright-tinted silk, \$29.74.

The "Madrigal"—imported Cape, made of lustrous chiffon broadcloth in delicate tints; yoke, Puritan hood and the revers at bottom handsomely embroidered in gold and self-colors; fastens with one large gilt button, \$49.74.

The "El Kara" Cape—It is Persian in fabric and effect—rich Oriental silk and entirely new fold falling in drapery—shawl collar, large white cord and cord ornaments, \$64.75.

The New London "Slip-on" Coat model in Burberry cloth—handsome gray, green and brown mixtures—long and full box effect, storm collar, \$41.74.

At \$19.74 to \$29.74 we have an attractive variety of English Burberry Storm Coats, made of weatherproofed tan, gray and olive materials—long, loose models.



Large flat-brimmed Leghorn Hat, black velvet facing, broad blue satin ribbon drawn over brim terminating on both sides in a bunch of graceful pink roses. This is one of our many chic styles at reasonable prices. \$26.89

Ribbons for Easter

Every item in this list is a special—a great special. If you intend doing any Ribbon decking for Easter you should make your selection from the following:

- 18c All-silk Moire Ribbon, 5 1/4 inches wide.
- 18c All-Silk Messaline Ribbon, 6 inches wide.
- 24c All-silk Moire Ribbon, 6 inches wide.
- 39c All-silk Self-colored Striped Ribbon, 6 1/2 inches wide.
- 24c for Hair Bow Ribbon that matches the above 4 1/4 inches wide.

The foregoing are in the most desirable shades, of course. No charge made for tying plain and fancy bows. Orders taken for artistic Ribbon Hair Ornaments and Table Decorations.

SPECIALS FOR TUESDAY

The items in this column will not be out of our receiving room until Monday evening. However, we quote them to-day because the large circulation of the Sunday papers will carry the news of their economy to such a vast number of people.

Women's 15c Handkerchiefs—Special for Tues., 10c

Five hundred dozen Irish Linen and Shamrock Linen Handkerchiefs, many are hand-embroidered; value 15c each. Special for Tuesday, 10c.

"J. B." \$2.00 Corsets—Special for Tues., 98c

Three new models of "J. B." Corsets, made of batiste, will not rust, trimmed with lace and ribbon and finished with two pair hose supporters; styles suitable for all figures, sizes 18 to 26; value \$2.00. Special for Tuesday, 98c.

30c Moist-Proof Malinette—Special for Tues., 19c

Three thousand yards Moist-proof Malinette—ideal for millinery and neckwear—black, white and colors; value 30c a yard. Special for Tuesday, 19c.

\$2.25 Mousquetaire Gloves—Special for Tues., \$1.79

Six hundred pair 16-Button Full Mousquetaire White Glee Gloves—just received through our foreign office and most desirable for present wear; value \$2.25. Special for Tuesday, \$1.79.

Our 97c "Rainy Day" Umbrellas—Special for Tues., 69c

Six hundred Umbrellas—26 and 28 in. American taffeta covers, eight-ribbed paragon frames, English box-wood, furze, mission ebony handles. These are our regular 97c Rainy Day Umbrellas. Special for Tuesday, 69c.

Women's 35c Black Lisle Hose—Special for Tues., 24c

Women's Imported Hermsdorf-dyed Black and Tan Gauze Lisle Thread Hose; double heels, soles and toes; regular 35c value. Special for Tuesday, 24c.

Women's 50c Swiss Ribbed Vests—Special for Tues., 34c

Extra fine Swiss-ribbed Lisle Thread Vests, low neck and sleeveless, hand-crocheted yokes, silk tape; value 50c. Special for Tuesday, 34c.

Men's 50c Shirts and Drawers—Special for Tues., 39c

Spring weight Lisle-finished Balbriggan Shirts and Drawers; French neck, pearl buttons; all sizes; value 50c. Special for Tuesday, 39c.

85c Black Taffeta Silk—Special for Tues., 59c

Black Dress Taffeta Silk, 26 inches wide; rich lustre; sold elsewhere at 85c a yard. Special for Tuesday, 59c.

15c Cotton Dress Voile, 27 In. Wide—Special for Tues., 8c

Cotton Dress Voile, 27 inches wide, staple colorings, including cream and black; value 15c a yard. Special for Tuesday, 8c.

J. R. Torrey's \$1 and \$1.50 Razors—Special for Tues., 49c

J. R. Torrey's Hollow-ground Crucible Steel Razors, every one guaranteed perfect; sold regularly at \$1.00 and \$1.50. Special for Tuesday, 49c.

A Carload of Quaker Oats—Special for Tues., 7c

We have one carload Quaker Oats that will figure as a special for the second day of the week. Special for Tuesday, 7c.